



**Dawood D.**

**Project Report**

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# Technology Entrepreneurship


		<i>Designed for:</i>	<i>Designed by:</i>	<i>Date:</i>	<i>Version:</i>
<b>Business Model Canvas</b>					
<b>Key Partners</b>	<b>Key Activities</b>	<b>Value Propositions</b>	<b>Customer Relationships</b>	<b>Customer Segments</b>	
Supplier	Internet	We are making customer dresses there online. We are solving their problem of not coming to our shop. Stay at their homes and make a call and order us so that they can see their dresses which type they want the dress to be made and they can also give their dress measurement easily without any shy.	After delivering the dress Successfully we can take feedback from customers and if lay on something so we try to full fill their need	We are making this business for anyone but especially for aged people because they face problems in traveling so we are providing them some relieve	
Labour	Stitching in customer's home				
Sole Partnership	Give the order on one call our supplier will go to the customer's house for stitching and take measurement of your clothes.				
Marketing	customer face problems in Covid phases or we can say lockdown people would not able to go out they are afraid of being Covid positive We will market our business on Facebook by creating our page.				
	<b>Key Resources</b>		<b>Channels</b>		
	It is an online business which will be market on Facebook by making our page and posting pictures of dresses which we have made		Customers can reach us through Facebook or by mobile number or by email address our supplier will go at their respective place		
<b>Cost Structure</b>			<b>Revenue Streams</b>		

## Key Partners:

Key Partners are the connections that you just have with other business, legislative, or non-consumer substances that offer the assistance your trade demonstrates. These can be the relationships that your company has along with your providers, your producers, trade accomplices, etc. These organizations that you just will without a doubt make will be strengths that offer the assistance your trade succeed in zones that would be wasteful for you to do yourself.

There are four types of partnership

1. Key alliances between non-competitors: This implies simply and a company merely has no coordinate competition with, industry astute, will accomplish together in ways that will advantage the both of you.

Example: You'll be able to partner with a producer to deliver a part of your trade item that you simply yourself may not be able to make. In return, you've got a contract to pay for these parts that your accomplice has made you.

2. Co-opetition: This can be the strategic partnership between competitors. This one may be a little wacky; it implies that companies who may be directly competing will still work together to create mindfulness for their shared industry, within the endeavor to pick up unused clients for all those within the industry to compete for.

3. Joint Ventures to create modern businesses: Here you will connect your company with another to make a completely diverse substance, which may be more productive for the both of you than on the off chance that you were to function independently. Illustration: Blu-ray is an optical circle organized together created by a gathering of the world's driving customer gadgets, individual computers, and media manufacturers.

4. Buyer-supplier connections: Particularly, building dependable connections with a buyer or provider. You wish to consolidate the characteristics of belief, quality, and commitment between the two entities.

## KEY ACTIVITIES:

Your business model calls for a number of Key Activities. These are the most vital activities your company must perform to function successfully. Like Key Assets, they are required to form and offer an Esteem Recommendation, reach markets, keep up Client Connections, and win revenues.

## Types of Key Activities

Key Activities can be categorized as takes after

## Production:

These exercises relate to planning, fabricating, and conveying an item in significant amounts and/or of predominant quality. Generation movement overwhelms the trade models of fabricating firms.

## **Problem-solving:**

Key Activities of this sort related to coming up with unused arrangements to personal client issues. The operations of consultancies, healing centers, and other benefits organizations are regularly ruled by problem-solving exercises. Their commerce models call for exercises such as information administration and persistent preparation.

## **Platform/network:**

Business models outlined with a stage as a Key Asset are ruled by stage or organized related Key Exercises. Systems, matchmaking stages, programs, and indeed brands can work as a stage

## **KEY RESOURCES:**

Key Resources depicts the most important resources required to create commerce and demonstrate work. These are the assets that permit an undertaking to make and offer an Esteem Suggestion, reach markets, keep up connections with Client Sections, and gain incomes. When developing your Key Resources fragment, closely consider the primary four blocks. Your assets ought to comprehensively account for any accepted hypotheses hence distant; in the event that you don't have the means to supply esteem, at that point there's no esteem. With that said, numerous assets will be self-evident, and may not require much talk about. In any case, expansive choices, such as genuine domain procurement, ought to be subject to investigation.

## **Questions to Answer:**

What Key Assets do our Value Recommendations require?

Our Conveyance Channels?

Customer Relationships?

Revenue Streams?

## **4 Categories of Key Resources:**

Physical – Buildings, vehicles, machines, crude merchandise, etc.

Intellectual – Brand, exclusive information, licenses, organizations, etc.

Human – Imagination, encounter, etc.

Financial – Cash, credit, stock, etc.

## **Value Proposition:**

Your Value Proposition is the reason why clients turn to your company over another. It tackles your customer's issue or fulfills your customer's requirements. Each Esteem Recommendation comprises of a chosen bundle of items and/or administrations that caters to the prerequisites of a particular Client Section. In this sense, your Esteem Suggestion is an accumulation, or bundle, of benefits that your company offers clients. A few Esteem Suggestions may be inventive and speak to an unused or troublesome offer. Others may be comparative to existing advertise offers, but with included highlights and traits.

## **Types of Value Propositions**

Your Value Proposition makes value for a Client Portion through an unmistakable blend of components catering to that segment's needs. Values may be quantitative (e.g. cost, speed of benefit) or subjective (e.g. plan, client involvement). Components from the taking after non-exhaustive list can contribute to client esteem creation:

### **Newness**

Some Value Propositions fulfill a totally modern set of needs that clients already didn't see since there was no comparable advertising. This can be regularly, but not continuously, innovation-related. Cell phones for occurrence made an entirety unused industry around portable media transmission. On the other hand, items such as moral speculation reserves have small to do with modern innovation.

## Performance

Improving item or benefit execution has customarily been a common way to form esteem. The PC segment has customarily depended on this calculate by bringing more capable machines to advertise. But moved forward execution has its limits. In later a long time, for case, speedier PCs, more disk capacity space, and superior illustrations have fizzled to deliver comparing development in client demand.

## Customization

Tailoring items and administrations to the particular needs of person clients or Client Sections make esteem. In later a long time, the concepts of mass customization and client co-creation have picked up significance. This approach permits customized items and administrations, while still taking advantage of economies of scale.

## “Getting the work done”

Value can be made basically by making a difference a client get certain occupations done. Rolls-Royce gets it this exceptionally well: its aircraft clients depend totally on Rolls- Royce to fabricate and benefit their fly motors. This course of action permits clients to center on running their aircraft. In return, the carriers pay Rolls- Royce a charge for each hour a motor runs.

## Design

Design is a vital but troublesome component to a degree. An item may stand out because of the predominant plan. Within the design and customer hardware businesses, the plan can be an especially vital portion of the Value Proposition.

## Brand/status

Customers may discover esteem within the basic act of utilizing and showing a particular brand. Wearing a Rolex observe implies riches, for illustration. On the other conclusion of the range, skateboarders may wear the most recent “underground” brands to appear that they are “in.”

## Price

Offering comparative value at a lower cost may be a common way to fulfill the requirements of price-sensitive Client Portions. But low-price Value Recommendations have imperative suggestions for the rest of a trade demonstration. No decorations aircraft, such as Southwest, EasyJet, and Ryanair have planned whole trade models particularly to enable moo-fetched to discuss travel. Another cause of a price-based Esteem Suggestion can be seen within the Nano, a modern car outlined and fabricated by the Indian combination Tata. Its shockingly moo cost makes the vehicle reasonable to an entirety unused portion of the Indian populace. Progressively, free offers are beginning to penetrate different businesses.

## Cost reduction

Helping clients decrease costs is a critical way to form esteem. Salesforce.com, for illustration, offers a facilitated Client Relationship administration (CRM) application. This calms buyers from the cost and inconvenience of having to purchase, introduce, and oversee CRM programs themselves.

## Risk reduction

Customers esteem diminishing the dangers they bring about when obtaining items or administrations. For a utilized car buyer, a one-year benefit ensures decreases the hazard of post-purchase breakdowns and repairs. A service-level ensure mostly decreases the hazard attempted by a buyer of outsourced IT administrations.

## Accessibility

Making items and administrations accessible to clients who already needed get to them is another way to make esteem. This will result from trade show advancement, unused advances, or a combination of both. NetJets, for occurrence, popularized the concept of fragmentary private fly possession. Utilizing an inventive trade show, NetJets offers people and organizations get to private planes, a benefit already excessively expensive to most clients. Common reserves give another illustration of esteem creation through expanded openness. This imaginative budgetary item made it conceivable indeed for those with humble riches to construct expanded speculation portfolios.

## Convenience/usability

Making things more helpful or less demanding to utilize can make considerable esteem. With iPod and iTunes, Apple advertised clients’ phenomenal comfort looking, buying, downloading, and tuning in to computerized music. It presently rules the advertise.

## Customer Relationship:

# Technology Entrepreneurship

Your company ought to clarify the sort of relationship it needs to set up with each Client Portion. Connections are set up through your distinctive Channels. Connections can extend from the individual to robotized, from value-based to long-term, and can point to procure clients, hold clients, or boost deals (upselling). The sort of Client Connections you put input profoundly impact the general client involvement.

## Types of Customer Relationships

We can recognize between a few sorts of Client Connections, which may co-exist in a company's relationship with a specific Client Segment.

### Transactional

This implies there's no genuine relationship between the company and the client. The company is interatomic with the client on a value-based premise. A booth at an airplane terminal, for case, more often than not doesn't truly build up a relationship with its clients

### Long-term

This implies a long-term and perhaps indeed profound relationship is built up between the company and the client. The company interatomic with the client on a repeating basis.

### Personal assistance

This relationship is based on human interaction. The client can communicate with a genuine client agent to induce offer assistance amid the deals preparation or after they buy is total. This may happen onsite at the point of the deal, through call centers, by email, or through other implies.

### Devoted personal assistance

This relationship includes devoting a client agent, particularly to a person client. It speaks to the most profound and most hint sort of relationship and regularly created over a long period of time. In private managing an account administration, for case, devoted investors serve tall net worth people. Comparative connections can be found in other businesses within the shape of key account directors who keep up individual connections with vital customers.

### Self-service

In this sort of relationship, a company keeps up no coordinated relationship with clients. It gives all the necessary means for clients to assist themselves.

## Cost Structure:

### Example:

Quantity	Customer Name	Shirt (S)	Shirt (S with F)	Suit (S)	Suit (S with F)	Waise coat (S)	Waise coat (S with F)	Cost	Sub-Total	Total	Cost-Total	20%	Cash in hand	
13		4225						0						
1	Daniyal	1300						700	5525	5525	4825	965	3860	
1	Talha				2500	4000		2400	6500	6500	4100	820	1280	3280-2000

The cost of a single garment is to add the cost of the fabric, trims and notions, labor, and overhead. The result, along with the desired profit percentage, can be used to set the garment's retail price. For a small-business owner who doesn't mass-produce items, the margin and mark-up are generally higher than it is for larger businesses that produce in quantity due to differences in volume.

## Marketing Plan:

Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and have people engage with it. Many social networks allow users to provide detailed geographical, demographic, and personal information, which enables marketers to tailor their messages to what is most likely to resonate with users.

**Strategy:** This step involves determining goals, the social media channels to be used, and the type of content that will be shared.

**Planning and Publishing:** Businesses should draft plans of what their content will look like (i.e. will there be videos? Photos? How much script?) and decide when it will be put out on the platform.

**Listening and Engagement:** Monitoring what users, customers, and others are saying about the posts, brands, and any other business assets. This may require the adoption of a social media engagement tool.

**Analytics and Reporting:** Part of being on social media is knowing how far posts are going, so reports of engagement and reach are very important

**Advertising:** Purchasing ads on social media is a great way to promote and further develop a brand.

## Revenue Stream:

### ONLINE SERVICES

An easy yet coveted service that can add to your revenue stream is providing online styling advice. Many people nowadays are turning to the virtual world for getting styling tips and ideas. As a designer, you can help your customers by setting up an online consultation service through your existing website. Bonus points if you can tailor your services to the needs of your clients. When providing styling advice, knowing and successfully defining your target audience will benefit you greatly in growing your revenue.

### ONLINE SERVICES WHOLESALE

Setting up a wholesale selling option is a tried and tested revenue generation stream. It is common for buyers to pay a significant amount upfront to receive their wholesale shipment. You can take advantage of this model and develop capabilities to deliver your products in bulk to buyers.

Wholesale can sound intimidating, especially if you are new to it. However, it can offer certain advantages like:

- You get bulk orders that are independent of your usual retail chain. Hence, wholesale orders can help you tied by any selling slump that you encounter at your storefront.
- You can sell your products in other stores. This creates a customer base where you do not have to worry about marketing investments.

### BRAND COLLABORATIONS

Brand collaborations are an effective way to diversify your revenue channels. Like-minded companies will often pay you to feature their products. This will get you extra income along with brand recognition. If you are just starting, then look for companies and brands that resonate with your style and approach them with a value proposition. You will be surprised at how effective sometimes cold pitching can be. Once you find your niche, you can also organize exclusive events with brands to attract more customers and up your sales.

## **ONLINE STORE**

An online presence, in addition to your regular brick-and-mortar store, solidifies your business while bringing in more cash.